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(54) MATERIAL FOR INK-JET PRINTING

(57) Abstract:

PROBLEM TO BE SOLVED: To obtain a material for ink-jet printing that is resistant to folds remaining and has excellent strengths, resistance to water and is useful in outdoor advertising and hanging screen for advertisement by coating the base material including staple fibers and/or textured yarns with a specific coating composition containing partially benzalated polyvinyl alcohol resin.

SOLUTION: A basic material such as woven or knit fabric, nonwoven fabric and the like including staple fibers and/or textured yarns is coated with a coating film containing (A) a partially benzalated polyvinyl alcohol resin, (B) an inorganic or organic powder and (C) a cationic compound of a quaternary ammonium salt type to give the objective material for printing that is suitable for almost all of ink-jet printing processes.

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